

ORDER

Orders

Order / Rev: 211590

Alt Order #: WOC10958764

Product Desc: BECERRA FOR ATTORNEY GENERAL

Estimate: 2095 5/7-5/13/2018

Flight Dates: 05/07/18 - 05/13/18

Original Date / Rev: 05/04/18 / 05/04/18

Order Type: GEN

KGO-TV

Primary AE: Christopher Larcade

Sales Office: N-PH

Sales Region: National

Agency

Name: Sadler Strategic Media

Buying Contact:

Billing Contact:

12103 Viewcrest Rd.

Studio City, CA 91604

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Becerra for Attorney General 2018

Demographic: A35+

Product Codes: Local/State Candidate

Priority: P-03

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: POL-CAND

New Business Thru:

Order Separation: 00:20:00

Advertiser External ID:

Agency External ID:

Unit Code: General

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/18	05/13/18	71	\$119,900.00	\$101,915.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	71	\$119,900.00	\$101,915.00	229.00
Totals	71	\$119,900.00	\$101,915.00	229.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share	Share	Total
KGO-TV	30%	\$119,900.00
Market	100%	\$399,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$39,966.67
KNTV	20%	\$79,933.33
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	10%	\$39,966.67
KTVU	30%	\$119,900.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGO	05/07/18	05/11/18	5a-6a News M-F	CM	Cc 5a-6a	1111---	:30	4	\$100.00	P-03	0.80	NM	4	\$400.00
(Program: ABC7 MORNING NEWS AT 5A)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1111---					4	\$100.00		0.80			

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KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1111---			4		\$100.00			0.80			
N 2	KGO	05/07/18	05/11/18	6a-7a News M-F ABC7 6a News	CM	Cc 6a-7a	- 1111 - -	:30	4	\$350.00	P-03	1.30	NM	4	\$1,400.00
(Program: ABC7 MORNING NEWS 6A)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- 1111 - -			4		\$350.00			1.30			
N 3	KGO	05/07/18	05/11/18	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	21212 - -	:30	8	\$400.00	P-03	2.10	NM	8	\$3,200.00
(Program: GOOD MORNING AMERICA)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	21212 - -			8		\$400.00			2.10			
N 4	KGO	05/07/18	05/11/18	Live 9a-10a M-F M-F 9a-10a	CM	Cc 9a-10a	- 1 - 11 - -	:30	3	\$300.00	P-03	1.70	NM	3	\$900.00
(Program: Live with Kelly & Ryan)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- 1 - 11 - -			3		\$300.00			1.70			
N 5	KGO	05/07/18	05/11/18	View 10a-11a M-F M-F 10a-11a	CM	Cc 10a-11a	1 - 1 - 1 - -	:30	3	\$800.00	P-03	2.20	NM	3	\$2,400.00
(Program: THE VIEW)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1 - 1 - 1 - -			3		\$800.00			2.20			
N 6	KGO	05/07/18	05/11/18	11a-1130a News M-F ABC7 11a News	CM	Cc 11a-1130a	- 1 - 1 - - -	:30	2	\$200.00	P-03	2.10	NM	2	\$400.00
(Program: ABC7 NEWS 11A)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- 1 - 1 - - -			2		\$200.00			2.10			
N 7	KGO	05/07/18	05/11/18	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	- - 111 - -	:30	3	\$200.00	P-03	2.40	NM	3	\$600.00
(Program: ABC 7 NEWS at 4PM)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- - 111 - -			3		\$200.00			2.40			
N 8	KGO	05/07/18	05/13/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 5:00 PM-5:30 PM (5:00 PM-5:30 PM)	11 - 11 - -	:30	4	\$450.00	P-03	3.30	NM	4	\$1,800.00
(Program: ABC 7 News 5P)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	11 - 11 - -			4		\$450.00			3.30			
N 9	KGO	05/07/18	05/13/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 6:00 PM-7:00 PM (6:00 PM-7:00 PM)	1 - 111 - -	:30	4	\$500.00	P-03	3.40	NM	4	\$2,000.00
(Program: ABC 7 News 6P)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1 - 111 - -			4		\$500.00			3.40			
N 10	KGO	05/07/18	05/11/18	7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	- 1 - 11 - -	:30	3	\$900.00	P-03	6.80	NM	3	\$2,700.00
(Program: JEOPARDY)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- 1 - 11 - -			3		\$900.00			6.80			
N 11	KGO	05/07/18	05/11/18	730p-8p M-F M-F 730p-8p	CM	Cc 730p-8p	1 - 1 - 1 - -	:30	3	\$900.00	P-03	4.40	NM	3	\$2,700.00
(Program: WHEEL OF FORTUNE)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1 - 1 - 1 - -			3		\$900.00			4.40			
N 12	KGO	05/07/18	05/07/18	Mon Prime Other A Mon Prime Other A	CM	Cc 7:58 PM-10:00 PM (7:58 PM-10:00 PM)	2 - - - - -	:30	2	\$4,000.00	P-03	6.10	NM	2	\$8,000.00
(Program: Dancing with the Stars: Athletes (5/21 8-9p))LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	2 - - - - -			2		\$4,000.00			6.10			
N 13	KGO	05/07/18	05/07/18	Mon Prime Hour C Mon Prime Hour 3	CM	Cc 10p-11p	1 - - - - -	:30	1	\$2,000.00	P-03	4.60	NM	1	\$2,000.00
(Program: The Crossing)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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KGO-TV

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	1-----			1		\$2,000.00			4.60			
N14	KGO	05/07/18	05/08/18	Tues Prime Hour A Tue Prime Hour 1	CM	Cc 8p-9p	- 1-----	:30	1	\$2,000.00	P-03	3.50	NM	1	\$2,000.00
(Program: Roseanne / The Middle)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	- 1-----			1		\$2,000.00			3.50			
N15	KGO	05/07/18	05/08/18	Tues Prime Hour C Tue Prime Hour 3	CM	Cc 10p-11p	- 1-----	:30	1	\$1,500.00	P-03	2.40	NM	1	\$1,500.00
(Program: For the People)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	- 1-----			1		\$1,500.00			2.40			
N16	KGO	05/07/18	05/09/18	Wed Prime Hour A Wed Prime Hour 1	CM	Cc 8p-9p	-- 1----	:30	1	\$2,500.00	P-03	3.50	NM	1	\$2,500.00
(Program: The Goldbergs / Alex Inc.)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	-- 1----			1		\$2,500.00			3.50			
N17	KGO	05/07/18	05/09/18	Wed Prime Hour B Wed Prime Hour 2	CM	Cc 9p-10p	-- 1----	:30	1	\$6,000.00	P-03	5.60	NM	1	\$6,000.00
(Program: Modern Family / American Housewife)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	-- 1----			1		\$6,000.00			5.60			
N18	KGO	05/07/18	05/09/18	Wed Prime Hour C Wed Prime Hour 3	CM	Cc 10p-11p	-- 1----	:30	1	\$3,000.00	P-03	5.00	NM	1	\$3,000.00
(Program: Designated Survivor)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	-- 1----			1		\$3,000.00			5.00			
N19	KGO	05/07/18	05/10/18	Thurs Prime Hour A Thu Prime Hour 1	CM	Cc 8p-9p	--- 1---	:30	1	\$5,000.00	P-03	5.00	NM	1	\$5,000.00
(Program: Grey's Anatomy)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	--- 1---			1		\$5,000.00			5.00			
N20	KGO	05/07/18	05/10/18	Thurs Prime Hour B Thu Prime Hour 2	CM	Cc 9p-10p	--- 1---	:30	1	\$4,750.00	P-02	3.10	NM	1	\$4,750.00
(Program: Station 19)CDR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	--- 1---			1		\$4,750.00			3.10			
N21	KGO	05/07/18	05/10/18	Thurs Prime Hour C Thu Prime Hour 3	CM	Cc 10p-11p	--- 1---	:30	1	\$1,500.00	P-03	2.20	NM	1	\$1,500.00
(Program: Quantico)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	--- 1---			1		\$1,500.00			2.20			
N22	KGO	05/07/18	05/11/18	Fri Prime Hour C Fri Prime Hour 3	CM	Cc 10p-11P	---- 1--	:30	1	\$4,750.00	P-02	3.00	NM	1	\$4,750.00
(Program: 20/20)CDR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	---- 1--			1		\$4,750.00			3.00			
N23	KGO	05/07/18	05/13/18	11p-1135p Late News MGM ABC7 11p News	CM	Cc 11p-1135p	111- 1- 1	:30	5	\$800.00	P-03	2.20	NM	5	\$4,000.00
(Program: ABC7 LATE NEWS)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	111- 1- 1			5		\$800.00			2.20			
N24	KGO	05/07/18	05/11/18	Kimmel 1135p-1237a M-F M-F 1135p-1237a	CM	Cc 1135p-1237a	1- 1- 1- -	:30	3	\$400.00	P-03	1.50	NM	3	\$1,200.00
(Program: Jimmy Kimmel Live)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/07/18	05/13/18	1- 1- 1- -			3		\$400.00			1.50			
N25	KGO	05/07/18	05/13/18	This Week 8a-9a Su This Week	CM	Cc 8a-9a	----- 1	:30	1	\$1,000.00	P-03	2.90	NM	1	\$1,000.00
(Program: THIS WEEK)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/07/18	05/13/18	-----1			1		\$1,000.00		2.90				
N26	KGO	05/07/18	05/13/18	American Idol 5p WC American Idol 5p WC (Program: American Idol Live)	CM	Cc 458p-7p	-----2	:30	2	\$6,000.00	P-03	7.10	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/07/18	05/13/18	-----2			2		\$6,000.00		7.10				
N27	KGO	05/07/18	05/13/18	Sun Prime Other A Sun Prime Various (Program: American Idol Taped)	CM	Cc 8:00 PM-10:00 PM- (8:00 PM-10:00 PM)	-----2	:30	2	\$4,000.00	P-03	3.20	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/07/18	05/13/18	-----2			2		\$4,000.00		3.20				
N28	KGO	05/07/18	05/13/18	Sun Prime Hour D Sun Prime Hour 4 (Program: Deception)	CM	Cc 10p-11p	-----1	:30	1	\$1,500.00	P-03	4.20	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/07/18	05/13/18	-----1			1		\$1,500.00		4.20				
N29	KGO	05/07/18	05/13/18	NBA Conf Day Semi-Fin NBA Conf Weekend Semi-Fin (Program: NBA Playoffs Warriors - Day)	CM	Cc 12:30 PM-2:30 PM- (12:30 PM-2:30 PM)	-----1	:30	1	\$15,000.00	P-03	13.30	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/07/18	05/13/18	-----1			1		\$15,000.00		13.30				
N30	KGO	05/07/18	05/13/18	NBA Conf Day Semi-Fin NBA Conf Weekend Semi-Fin (Program: NBA Playoffs - Day 5/13/18)	CM	Cc 12:30 PM-2:30 PM- (12:30 PM-2:30 PM)	-----2	:30	2	\$7,600.00	P-02	4.50	NM	2	\$15,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/07/18	05/13/18	-----2			2		\$7,600.00		4.50				
N31	KGO	05/07/18	05/13/18	NBA/After the Game NBA/After The Game (Program: After the Game-Warriors Playoffs)	CM	Cc 3p-330p	-----1	:30	1	\$2,500.00	P-03	4.70	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/07/18	05/13/18	-----1			1		\$2,500.00		4.70				
Totals													71	\$119,900.00	